RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
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E-Mail
KEY ACCOUNT MANAGERS
ACCOUNT MANAGERS
DIVISION MANAGERS
RETAIL MANAGERS
SALES REPS W/DIRECT ACCOUNT RESPONSIBILITY

1997 PROMOTIONAL CALENDAR

As discussed, we have developed a 1997 Promotional Calendar. Two versions of this Promotional Calendar are attached:

1. A Promotional Calendar for *'All Promotions Worked by ROU #1610'* throughout 1997 (as noted at the bottom of the page), which is to be used as a reference tool.
2. A Promotional Calendar that can be presented to *'Direct Accounts'*, showing all promotions to be worked by direct accounts, **including** DPC promotions.

The only difference between the two Calendars is the ***exclusion*** of 'onsert promotions' from the 'Direct Account' Calendar (as onsert promotions are not handled by direct accounts). The attached 'Direct Account' Calendar can be presented to your customers on an annual, semi-annual, or quarterly bases; the decision is up to you.

As you can see, 1997 is a heavy promotional year! The attached is designed to enable us to advise our partners of our scheduled Work Plan, as well as to provide them with a structured yearly timetable for all *R. J. Reynolds Tobacco Company* promotions. Our intent is to gain commitment for our programs *prior* to our competitors.

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Source: https://www.industrydocuments.ucsf.edu/docs/msgn0000

Obviously, we understand that adjustments may need to be made to the attached schedule on an account-by-account basis (i.e., revise distribution dates to fit needs of a specific direct account). We also need to realize the dynamics of our business and anticipate changes that could, and probably will, occur affecting our promotion schedules for 1997.

This Calendar communicates our entire 1997 Plan year, and therefore, proper care, distribution and confidentiality should be noted at all times!!

As information, a similar Promotional 'VAP' Calendar is being provided to all field sales personnel to aid them in the process of apprising retail accounts of scheduled VAP promotions for 1997, and reaffirm acceptance of our programs.

We believe that the attached Calendars have merit and can be very beneficial. If you have any questions, or suggestions, please let me know.

Sincerely,

Stephen

S. R. MacLeod
Regional Operations Manager
SRM/jc
cc: W. J. Roth
F. V. Natale
J. Campbell
A. Willson
Attachments (2)

51859 0683

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